

Surrey Public Library Board SPECIAL Meeting
April 29, 2021 at 7:00 p.m.
Microsoft Teams Meeting



A G E N D A

1. CALL TO ORDER (3 MINS)

Surrey Libraries recognizes that our work takes place on the ancestral, traditional, and unceded territories of the SEMYOME (Semiahmoo), qíicəy̓ (Kate-tzee), kʷikʷəłəm (Kwi-ket-lem), q̓ʷa:ńłəń (Kwantlen), qiqéyt (Key-Kite), xʷməθkʷəy̓əm (Musqueam) First Nations and on the ancestral and traditional territory of the sc̓əwaθən məsteyəxʷ (Tsawwassen) First Nation.

2. BEST PRACTICES FOR VIRTUAL MEETINGS (2 MINS)

Note: As the pandemic continues, meetings will continue to be held virtually. Please join at least 5 minutes before the start time to ensure technology is working and join via computer if possible. Turn on video if possible and mute yourself unless speaking. To assist the Chair, use the raise hand feature if you wish to speak or support a motion. Please minimize use of the chat box.

3. ADOPTION OF THE AGENDA - [Motion](#)

4. NEW BUSINESS (80 MINS)

- a) Surrey Libraries Facilities Master Plan Draft Preliminary Recommendations.
Annerieke van Hoek and Adria Maynard, StudioHUB Architects

5. INFORMATION ITEMS (5 MINS)

- a) 2020 Fund Development Report

6. NEXT LIBRARY BOARD MEETING

June 24, 2021 at 7pm via MS Teams

7. ADJOURNMENT - [Motion](#)

Time allotted 90 minutes

To: Surrey Public Library Board
From: Seline Kutan, Director, Communications and Advancement
Kim Davies, Acting Manager, Philanthropy
Date: April 29, 2021
Subject: 2020 Fund Development Activity Report



RECOMMENDATION

To be received as information.

BACKGROUND

Fundraising is about creating authentic relationships that connect the interests of the donor with the needs of the charitable organization. Surrey Libraries uses fundraising to support the following goals:

- To augment municipal and provincial funding
- To improve the Library's visibility as a charitable organization
- To generate funds to enhance collections and offer new programs and services outside core services/functions of the Library
- To provide an opportunity for the community to become more engaged with Surrey Libraries

DISCUSSION

2020 Focus

Early into 2020, initial fundraising plans were put on hold when the pandemic forced the closure of library branches and in-person services, resulting in the lay-off of the Development Officer. Remaining resources were re-allocated to sourcing grant opportunities linked to the new needs brought on by the pandemic and branch closures. Efforts were placed on reaching out to donors via phone, email, and cards to connect throughout the health emergency. Work also continued to develop a 2-year plan for the department which was successfully finished and is now being implemented.

Endowment Funds

The Library maintains two endowment funds. The first is the Surrey Public Library Legacy Fund held by the Surrey Cares Community Foundation. As of December 31, 2019, the capital of the fund was \$62,265.40 and market value was \$82,202.69. (As of writing this report, the 2020 fund information was not available.) This endowment fund is invested in perpetuity and non-transferrable. Currently, annual earnings are being re-invested rather than disbursed to the Library as they are around \$2,400 a year.

The second endowment is the Gayle Harris Memorial Education Fund held by the Vancouver Foundation. As of December 31, 2020, the capital of the fund was \$102,359.93 and the market value was \$106,863.57. This endowment fund is fully transferrable after 5 years. This endowment was established in late 2019 with a \$100,000 donation from Barbara E. Harris in memory of her daughter, a beloved children's librarian at Surrey Libraries who passed away in early 2019. The endowment generates annual funding for education grants for Library employees. In 2020, since the fund had not been invested long enough to generate funding for a grant, Ms. Harris generously donated an additional \$4,000 to the Library to kick start the education grant program. Mara Dickie, who is studying to obtain her Master of Library Information and Science degree, received the grant.

In the future, there will be opportunities to promote these endowments for donors who want to leave a lasting legacy to the Library.

Detailed 2020 Fund Development Activity:

CRA Category	2020	2019	2018
Donations from Canadian Charities <ul style="list-style-type: none"> • Vancouver Foundation \$1,500 • United Way \$135.35 • Donations via canadahelps.org \$9,376.57 	\$11,011.92	\$9,166.14	\$1,109
Gift-in-kind Donations <ul style="list-style-type: none"> • Young Adult Writing Contest \$2,433.67 • Other \$2,859.74 	\$5,293.41	\$6,654.43	\$31,477
Cash Donations <ul style="list-style-type: none"> • Individual gifts \$25,197.50 • Corporate sponsors \$88,651 • Corporate donations \$585 • Other (Filming revenue) \$19,250 	\$133,683.50	\$168,342.03	\$76,733
Grants <ul style="list-style-type: none"> • Government of BC \$4,000 • First West Foundation \$5,000 • S.M. Blair Family Foundation \$2,000 • SurreyCares Community Foundation \$23,697 	\$34,697.00	\$23,500	\$52,100
Annual Total	\$164,685.83	\$207,662.60	\$161,419

FUNDRAISING PROJECT OVERVIEWS

Grants

In 2020, the grant writing strategy was put on hold and an effort was placed on writing for pandemic-related grant opportunities. One such opportunity was requesting funding for resuming library outreach services while branches were closed. Staff wrote a grant to the Reaching Home fund which was unsuccessful but then were able to submit the same grant request to SurreyCares Community Foundation which funded the project. This enabled Surrey Libraries’ outreach librarian to resume serving vulnerable populations.

The Fund Development staff continue to seek out grant opportunities that support the Library’s current operational needs and its pivot to “Virtual First” programming.

2020 Granting Activity

Funder	Project	Amount Requested	Amount Granted
Province of BC Multiculturalism Grant	Neighbourhood Safety Series	\$5,000	\$4,000
Telus Community Board	eCollection	\$20,000	\$0
First West Foundation	Land Acknowledgement Signage & Indigenous Cultural Awareness Staff Training	\$5,000	\$,5000
Reaching Home	Vulnerable Populations Outreach	\$23,697.37	\$0
SurreyCares Foundation	Vulnerable Populations Outreach	\$23,697.37	\$23,697.37
S. M. Blair Family Foundation	Dash Robot Lending	\$5,000	\$2,000
Vancouver Foundation	eCollection	\$15,000	\$0
Coast Capital Savings	eCollection	\$6,500	\$0
	Totals	\$103,894.74	\$34,697.37

Appeals

Two planned appeals were halted during the first months of the library branch closure: a monthly giving campaign for Q1 and the annual spring appeal.

In July, a pandemic-connected appeal letter was sent to current and lapsed donors. A total of \$6,146 was raised, with a statistically significant response rate of 21%.

The fall appeal in early December was tied to the Tree of Giving campaign and sent out to roughly 4,300 individuals. The mailing was target to existing and lapsed donors, and roughly 4,000 library users. Results showed a 4.35% response rate and lead to the acquisition of 136 new donors.

Fall Direct Mail	2020
# of unique donors	187
Total individual donations	\$9,383.40
REVENUE	\$9,383.40
Expenses	(\$6,337.96)
NET	\$3,045.44
\$ range of individual donations	\$5 - \$481.25
Avg individual donation amount	\$50.18
# new donors acquired	136
# new monthly donors acquired	6

Other Donations

In May, Best Buy Canada agreed to donate 10 Chromebooks for use in our outreach to partner agencies supporting vulnerable populations. Specifically, the Chromebooks are allocated to newcomer agencies, and senior support services.

Sponsorships

Surrey Libraries EXPO

In January 2020, Guildford Town Centre sponsored the Surrey Libraries EXPO for \$5,000. The one-day event held at Guildford Town Centre was focused on building awareness of all Surrey Libraries has to offer. The event was well-attended, had collaborations with some of the local stores, and was highly successful.

VISIT ALL OUR STATIONS!

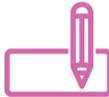
Meet Dot and Dash

Play and learn with our interactive and engaging robots called Dot and Dash.



Blackout Poetry

Repurpose the pages of old books by transforming them into poetic works of art with Blackout Poetry.



Pop-Up Library

Check out books, learn about our services and exciting programs, create a library card, and check the status of your account at our mini library inside Guildford Town Centre!



Family Stay & Play

Join us for one of two half-hour sessions full of stories, songs and a take-away, puppet craft. Sessions start at 12pm and 1pm. Stay and play with our stuffies, blocks, and other toys.



Stop-Motion Studio

Make your own short video with stop-motion animation!



Mini Pop-Up Escape Room

Have you always wanted to try out an Escape Room? Surrey Libraries puts these events on for Teens year-round! Try one out and see if you can escape!
(Must register at table.)



Vintage Photo Booth

Using green screen technology, we'll transport you into a historic photograph.



Snail Mail Social

Pick up some pens and paper or use one of our typewriters to write something short and sweet to a friend, secret crush, or loved one. They'll arrive in the mail just in time for Valentine's Day!

Young Adult Writing Contest

Given the restrictions for in-person gatherings, the YAWC gala moved online in 2020. The sponsorship was re-imagined for an online event and resulted in the addition of four new sponsors. In all, \$8,747 in cash and \$2,433 in-kind sponsorship was realized for this event. While the gala was a success for the Library in terms of being able to pivot and find a meaningful way to acknowledge the contest winners, it was a challenge to demonstrate a realized value for the sponsors.

Tree of Giving

The Tree of Giving fundraising campaign was modified to reflect the health orders that were in place and reduced foot traffic in the branches. While a few sponsors from 2019 did not renew their commitment, \$5,000 was raised through five sponsors for the campaign. Additional effort was placed on social media and online platforms to highlight both the fundraiser and the sponsors.

Reading Buddies

A \$20,000 naming sponsorship was reached at the end of 2020 with Envision Financial Credit Union (a division of First West Credit Union), for the 2021 Envision Financial Reading Buddies program. All agreed

upon elements of the sponsorship were not fulfilled in 2020 due to the library closure and the inability to run any in-person programming. Despite this, the sponsorship was renewed for 2021 and will be fulfilled through virtual programming and online/social platform recognition to the sponsor.

Dash Lending

A new program is getting off the ground with a \$30,000 sponsorship from Envision Financial (a division of First West Credit Union). The Dash program will see 90 loanable robots join the Library’s collection. This has been an exciting endeavor for staff and progresses our efforts to grow STEM offerings to youth and the community.



2020 Sponsorships

Sponsor Name	Project	Gift Type	Sponsorship Amount
Ivanhoe Cambridge	Expo 2020	Cash	\$ 5,000.00
First West Credit Union	Reading Buddies	Cash	\$ 20,000.00
Khalsa Credit Union	YAWC	Cash	\$ 2,600.00
Kwantlen Polytechnic University	YAWC	Cash	\$ 3,000.00
Forte Law Corporation	YAWC	Cash	\$ 550.00
CUPE Local 402	YAWC	Cash	\$ 1,200.00
ABC Recycling	YAWC	Cash	\$ 300.00
Key Innovations Inc.	YAWC	Cash	\$ 250.00
Imperial Hobbies	YAWC	In-Kind Gift	\$ 595.86
Imperial Hobbies	YAWC	Cash	\$ 150.00
Rakuten Overdrive	YAWC	Cash	\$ 501.00
Surrey International Writers' Conference	YAWC	In-Kind Gift	\$ 1,395.00
Save-On-Foods	YAWC	In-Kind Gift	\$ 150.00
Staples Business Depot / Staples Business Advantage	YAWC	In-Kind Gift	\$ 292.81
FASTSIGNS Surrey	YAWC	Cash	\$ 100.00
Vancouver Kidsbooks	Tree of Giving	Cash	\$ 1,000.00
Kwantlen Polytechnic University	Tree of Giving	Cash	\$ 1,000.00
CUPE Local 402 & 402-02	Tree of Giving	Cash	\$ 1,000.00
Prospera Credit Union	Tree of Giving	Cash	\$ 1,000.00
FortisBC	Tree of Giving	Cash	\$ 1,000.00
First West Credit Union	Dash Lending (2021)	Cash	\$ 30,000.00
First West Credit Union	Reading Buddies (2021)	Cash	\$ 20,000.00
TOTAL SPONSORSHIP			\$ 91,084.67

Donor Stewardship

Progress continues to be made in the Library’s donor stewardship efforts. Trustee thank you calls to the Libraries’ donors have had an overwhelmingly positive response. Donors were thankful for the call, reaffirm their passion for the Library, and many discuss their ongoing commitment to supporting Surrey Libraries. The Library thanks all the Trustees who supported these efforts to reach out to donors.

Tree of Giving Fundraiser

Tree of Giving is a festive holiday fundraiser conducive to both sponsorship opportunities and individual donations. Each branch displayed a tree and patrons were invited to donate a minimum of \$5 for which they received a collectible ornament to take home. This was a shift from last year, where donors were invited to decorate their ornament and hang them on the trees in branch.

The primary objectives of this campaign were donor acquisition and stewardship. Results yielded 52 new donors and \$1,006 in donations. The campaign was promoted both in-branch and online, as well as on public computers and through external promotional channels such as the Library's website, newsletter, and on social media channels.

Tree of Giving	2020
# of unique donors	57
Total individual donations	\$1,006.32
# of corporate sponsors	5
Total corporate sponsor funds	\$5,000
REVENUE	\$6,006.32
Expenses	(\$1,067.36)
NET	\$4,938.96
\$ range of individual donations	\$4.81 - \$154
Avg individual donation amount	\$16.77
# new donors acquired	52
# new monthly donors acquired	0

Culture of Philanthropy

Building a culture of philanthropy is an ongoing focus for Fund Development. To achieve Surrey Libraries' fundraising goals, the organization must believe in both the value of and need for raising funds for additional programming and services. Staff presentations, individual conversations, social media posts, and board engagement all play a critical role in this focus.

Additional effort continues to be placed into Fund Development's presence on social media channels, through "Share Your Story" and "Fast Facts." Both have monthly posts on Surrey Libraries' social media channels (Facebook, Twitter, and Instagram) with the goal of being able to engage patrons in learning more about Surrey Libraries as a charity and invite them to support the Library. Share Your Story has been a great success with staff, who have really enjoyed gathering patron stories during their regular programming. Stories are used online, through donor stewardship pieces, and in other communication pieces such as the Annual Report. Fast Facts highlights one statistic which illustrates the usage, demand, and need of all that Surrey Libraries has to offer.

STRATEGIC PLAN CONSIDERATIONS

Surrey Libraries' Fund Development work supports the following strategic plan objectives:

- A2 Strengthen strategic community engagement
- B2 Explore opportunities to diversify and grow revenue
- C2 Broaden awareness of library services

CONCLUSION

This past year was a challenging one for the Library. Amidst the struggle, Fund Development was able to finish the year with a completed 2-year plan and a historically high response rates for appeals. For the coming year, the focus for Fund Development is to continue with strong donor stewardship, a granting schedule, and a review of the Library's sponsorships and room naming policy.

This March, Surrey Libraries put forward a grant application for \$249,723 for a Mobile Library Resource Van with the Canada Healthy Communities Initiative. This would significantly increase the outreach services currently offered to the community, including access to technology, with a particular focus on areas of vulnerable populations. The funding announcement was a surprise to the sector and evolved from the need for communities and charities to create and adapt public spaces, as well as programming and services, to respond to ongoing needs arising from COVID-19 over the next two years. The decision on funding will be known by mid-May.